Pet Supplies in the U.S., 10th Edition

Description: Pet Supplies in the U.S., 10th Edition

The U.S. market for pet supplies and pet care products has grown each of the last five years, but growth has not been smooth. Post-recession consumers remain cost conscious and concerned about pet product prices, even as they generally continue to increase their annual spending on pet products including higher-ticket fare. Consumers are looking to private labels to reduce costs, but are still enthusiastic about new premium products. These apparently conflicting trends have contributed to the pet supply market's wobbly momentum. Fortunately, current trends hint that the market is stabilizing into a pattern of steady, moderate growth.

Packaged Facts' 10th edition of Pet Supplies in the U.S. compiles extensive and proprietary survey data on pet product trends, consumers, and pets, and carefully examines key factors influencing market growth. All pet types are considered, including cats and dogs as well as birds, small animals, fish, and reptiles. The report covers all major nonfood pet product categories including cat litter, rawhide/natural chews, other dog/cat supplies, and non-dog/cat supplies. Within these categories, major segments examined include cat litter, flea and tick care, toys, bedding, grooming, clean-up, and many others. The report sets 2014 as its base year, with historic market data provided for 2010 through 2014 and projected market valuations for 2015 through 2019. Market values are broken out by animal type, retail channel, and product category, as well as for mass-market and specialty channels including the natural supermarket channel and the specialty/gourmet supermarket channel.

Key drivers and trends reviewed include the still-building economy with an analysis of pet owners' current and anticipated future financial situations and preferences, the ongoing premiumization trend, the drive toward more natural pet products, which is now gaining momentum even outside of pet food categories, and pet ownership and population trends. The report also reviews marketer trends including detailed mass-market share breakouts, mergers and acquisitions, and category leaders. Advertising and new product trends are considered, along with retail channel and consumer trends including pet owner demographics, purchasing statistics by product type, and consumer attitudes about pet products and ownership based on the pet owner surveys.

Report Methodology

The information contained in this report was obtained from primary and secondary research. Primary research includes national online consumer polls of U.S. adult pet owners (age 18+) conducted on an ongoing basis, to measure purchasing patterns and attitudes with regard to pet products and services. With a sample size of approximately 2,000, these surveys are based on national online research panels that are census representative on the primary demographic measures of age, gender, geographic region, race/ethnicity, and household income. Other primary research includes select interviews with pet market experts; participation in pet industry events including the American Pet Products Association's Global Pet Expos (through 2015), and on-site examination of retail and service provider venues, as well as internet presence of pet products manufacturers, distributors, and retailers.

Secondary research includes information- and data-gathering from consumer business and trade publications including Pet Age, Pet Business, Pet Product News International, Petfood Industry, and Veterinary Practice News; company profiles in trade and consumer publications; and information culled from Packaged Facts' extensive pet market research database and report collection.

Our estimates of market size and company performance are based on reported revenues of pet product manufacturers, retailers, and pet services providers; IRI's multi-outlet (MULO) data, which tracks sales in supermarkets, drugstores, mass merchandisers (including Walmart), and wholesale clubs; surveys of independent and chain pet store retailers; government data including U.S. Bureau of Labor Statistics Consumer Expenditure Surveys; and figures from other market research sources. Trends analysis also relies on cross-tabulations of data compiled by Experian Simmons, New York, NY.
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<td>Bank Address</td>
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